

LIONS DAY.....WEDNESDAY JULY 5



MENS and BOYS HIGH TOPS Work Boots SPORTS SHOES CANVAS SHOES

HIGH TOPS IN 16 INCH, 12 INCH AND
10 INCH, GEB, LECKIES AND VAL-
ENTINE MARTIN, —
Priced \$6.50; \$7.50; and \$8.75

MEN'S WET WEATHER WORK BOOTS
Priced \$2.95; \$3.45; \$3.95

MEN'S AND BOYS' GIPSY SPORT
SHOES— Men's\$2.70— Boys\$1.95

RUBBERS AND RUBBER BOOTS

CROYDON RAIN COATS

Thos. E. Wright

Men's Better Wear

For The Best In—

Beef, Pork, Lamb, Veal, Fish and Poultry,
—At Lowest Prices

Roberts Meat Market

PHONE 25 STRATHMORE

KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME
Phone No. 1. John Spirros, Manager

DR. D. C. HAWORTH

DENTIST

PHONE M4140 Residence S0067
Calgary Office— 414 SOUTHAM BLDG.

Noseguards Scythes

Snaths
Stones

GET YOUR COLD PACK CANNER NOW
BOTH IN ENAMEL & ALUMINUM
CANNING RACKS AND BOILERS

Angling Permits FOR SALE

Strathmore Hardware

"The Store of Quality and Service"
M. A. BELLINGER, PHONE M4

Pot Pourri

Little park that I pass through,
I carry off a piece of you
Every morning hurrying down
To my work-day in the town;
Carry you for country there
To make the city ways more fair.
I take your breeze,
And your breeze,
Your greenness,
Some of your shade, some of your sky,
Some of your calm as I go by;
Your flowers to trim
The pavements grim;
Your space for room in the jostled
street
And grass for carpet to my feet.
Your fountain take and sweet bird
calls
To sing me from my office walls,
All that I can see
I carry off with me,
But you never miss my theft,
So much treasure you have left.
So I find you, fresh at morning,
So I find you home returning,
Nothing lacking from your grace,
All your rides wait in place
For me to borrow
On the morrow.

Do you hear this praise of you,
Little park that I pass through?

—:—:—

CANADIAN CHICKENS IN U. K.

The following is an extract from
"Modern Meat Marketing," London,
England, May, 1939: "Were it not for
imported supplies, the trade would be
very short of chicken, as fresh country
are still scarce and commanding good
prices. Canadian chickens have proved
very popular, especially in provinces,
and it is pleasing to see our own im-
portations filling the breach. Hungarian
chickens have not been such a good
proposition. They are lighter in weight
than the Dominion chickens, and Eur-
opean shippers have been too high-
handed with the result that their chick-
ens have been a dragging trade with
precious little profit attached."

HOW TO GATHER EGGS

Eggs should be gathered in a wire
mesh basket, not in an old bucket or
any other thing which comes handy.
When gathered, they should be put in
a cool place, in a cellar, if possible,
and not packed in crates until cool.
Cooling is particularly important, es-
pecially in helping to qualify the eggs
for the Grade A class. There is little
or no circulation in an egg crate, con-
sequently eggs placed at once in crates
do not cool, and the longer the eggs
stay warm in the crate the more likely
they are to become a poor grade. After
a time the white in the uncooled egg
tends to weaken, with the result
that when the grader passes the egg
in front of the light he places the egg
in Grade B.

— TRAIN SCHEDULE —

Strathmore—
Going West No. 1 8.57 p.m.
Going East No. 2 8.02 a.m.
Calgary—
Going West No. 3 6.52 a.m.
Going East No. 4 9.08 p.m.

Special Bargain Fares

REGINA
and Return \$11.15
WINNIPEG
and Return \$20.05
FROM STRATHMORE
Correspondingly Low Fares
from Intermediate Stations
Good Going—
JUNE 29—29-30
Return Unth—
JULY 4

Another year's school term is al-
most completed and the pupils start
the final exams on Thursday, June 30.
Many have had a hard time getting to
school for the past two weeks owing
to the roads, this missing much of
last minute review work.

Canadian Pacific

Benefit of Life Insurance And Growth Through Advertising

Recommendation that the institu-
tional advertising appropriation be con-
tinued for still another year, the Cana-
dian Life Insurance Officers' Associa-
tion is now giving tribute to the value
of newspaper advertising.
"It seems unnecessary to dwell up-
on the advantages that have accrued
to the institution of life insurance in
Canada from its eighteen years of
continuous cooperative advertising,"
was told by the committee in charge.
"As institutional advertising and pub-
licity has been an invaluable factor in
establishing and maintaining public
confidence, so its continuation seems
to us imperative as a necessary medi-
um to keep policyholders and the pub-
lic generally informed concerning the
nature of life insurance as a co-
operative enterprise and to counter-
act extreme measures advocated in
some quarters and directed against
the best interest of our millions of
policyholders and beneficiaries."
"Over the past year, forty million
life insurance messages have ap-
peared in daily and weekly newspapers
and financial and farm publications.
They have been devoted mainly to
emphasizing the financial protection
that permanent forms of life insurance
provide for dependents and for old
age and to stressing the social and
economic importance of life insurance
to the individual and to the nation."
These advertisements are sponsored
co-operatively by large groups of life
insurance companies whose business
comprises more than 80 per cent of
the total insurance in force in Canada.
Priority educational in character,
they have appeared in Canadian pub-
lications continuously since 1921.

Rockyford

The old fashioned June has again
put in an appearance with rain and
more rain, the ground is wonderfully
saturated and it seems that every
small cloud brings more moisture. In
two inches has fallen in the general
rains but a few spots where there
were real downpours there are rumors
of three inches in one storm.

The Rockyford ball team have play-
ed four games in the league but to
date they have not really started to
show their class. Many of the players
have been on the cripple list and play-
ing has been under difficulties, but
signs of improvement are showing
every game. Everyone is looking for
good things from our team from now
on. The last game was played on the
11th with Beiseker on the Rockyford
diamond, the final score after an ex-
tra inning had been played was 6-5 in
favor of the visitors.

Rockyford ball team are sponsoring
a ball tournament and sports day here
on the 5th of July. A good program is
being planned and it should be a real
event.

Mr. and Mrs. R. Hovey and two boys
are again back in Rockyford after a
seven year absence. They are here on
a business trip looking after their in-
terests here and also visiting with
many friends in the district. They
made the trip from Independence, Ia.
in four days and brought a trailer
with them. Seven years ago Mr. Hovey
had to leave his farm here owing to
ill health and after two years of al-
most hopeless doctoring has made a
wonderful recovery. They have been
greatly surprised in the difference in
the town, the growth of trees and
shrubs being the most remarkable.

Mr. John Bragg who has been in
a Calgary hospital for almost three
weeks suffering from bad scalds is
now home again, and is recovering
rapidly.

The month of June has so far been
the wettest for many years. To date
the records show 4 inches of rain and
with warm weather the crops and
fodder will make very rapid growth.
The roads are drying very quickly
and it is possible to get through al-
most any spot now. Trouble has been
detected on the bridge just east of
Rockyford on the serviceberry Creek
where the high water is washing bad-
ly, however the councilors are start-
ing work with new timbers and it is
expected there will be no delay in
traffic.

Another year's school term is al-
most completed and the pupils start
the final exams on Thursday, June 30.
Many have had a hard time getting to
school for the past two weeks owing
to the roads, this missing much of
last minute review work.

Owing to the bad roads the Rock-
ford Ladies Aid found it necessary to

Alberta Safety League

—:—:—

In an effort to lessen the number of
accidents and casualties resulting from
careless driving in the province of Al-
berta and other sources of danger the
Alberta Safety League has been organ-
ized.

The Alberta Safety League's ob-
jective is the elimination of street, high
way and all other accidents as being
deplorable, unnecessary, and wasteful.
It seeks the support and co-operation
of the Provincial and Civic govern-
ments, School Boards, Safety Bodies,
Business Corporations and Individuals
to insure that its services may provide
the instrumentalities and finances to
accomplish this objective.

Its financial policy is to return in
service all monies received, so operat-
ing without profit, and to undertake
only those activities which can be as-
sured of reasonable permanence and
effectiveness. Much of its adminis-
trative personnel will consist of volun-
teer workers.

The Alberta Safety League holds it-
self open to give fullest and most cor-
dial co-operation to the Provincial and
Civic governments, Safety Bods,
School Boards, Communities, Indus-
trial Corporations, and Individuals that
are in accord with the principles and
objective of the organization, and the
Alberta Safety League likewise
asks and seeks co-operation from all
those in carrying out its purpose
accident prevention."

NEWS BRIEFS

Calgary in its rumblings of discon-
tent over certain phases of the recep-
tion given to the King and Queen is
being itself by blaming President
MacKenzie King. Then to be consist-
ent they should credit MacKenzie
King with the great success of enter-
tainment at some of the other points,
which is absurd, as Euclid says. The
general public knows that there were
so many factors in Calgary with
which Mr. King could have neither as-
sociation nor responsibility, that the
Calgary alibi carries very little
weight. A little self-searching might
be in order.

Silly Symphonies

Last night I saw upon the stair
A man who really wasn't there;
He wasn't there again today....
Migod! I wish he'd go away!!
—1939—

postpone the Contest Banquet which
was to have been held at the home of
Mrs. Munro on Wednesday, June
14th. The regular business meeting of
the week was convened instead with
Mrs. Bradwell in the chair. Most of
the ladies of town were able to be
present. It was arranged to hold a
farewell evening for Mr. and Mrs. Chap-
man on the Tuesday, June 27th, which
is just prior to their leaving
for their new home at Dorinda where
Rev. Chapman will be stationed for
the coming term. At the lunch hour
Mrs. Bradwell, on behalf of the So-
ciety presented Mrs. Chapman with a
beautiful pair of hand worked linen
pillow covers, with words of apprecia-
tion for the cooperation received
during their stay with us. A deli-
cious lunch was served by the hostess
at the lunch hour.

Mrs. E. Rose was the guest of Mrs.
R. L. Stone for several days during
this week.

Mr. and Mrs. D. R. Poole entertained
at dinner on Sunday for Mr. and
Mrs. S. Hovey of Independence, Iowa, who
are renewing acquaintances here for a
time. Other guests were Mr. and Mrs.
Stone and Robert.

Used Cars

- 1938 FORD STANDARD FORDOR
- 1937 FORD STANDARD TUDOR
- 1936 FORD DELUXE TUDOR
- 1935 CHEVROLET MASTER COUPE
- 1934 FORD COUPE
- 1930 FORD COUPE
- 1930 DODGE SEDAN
- 1929 NASH SEDAN
- 1928 CHEVROLET COUPE

We also have several older Model Cars on
Hand at Very Attractive Prices.

Used Trucks

- 1938 FORD 2 TON TRUCK
- 1938 CHEVROLET 3-4 to 1 TON TRUCK
- 1936 FORD 2 TON TRUCK, Long W. B.
- 1929 CHEVROLET 1 1/2 TON TRUCK
- 1929 FORD 1 1/2 TON TRUCK
- 1927 CHRYSLER 70 LIGHT DELIVERY



HUGHES MOTORS

STRATHMORE, ALTA.

Canada Calling Campaign In Britain

Supported by the Lord Mayor, the
Chamber of Commerce and many local
organizations, the "Canada Shop"
has been opened in the City of Hull,
England, was visited by thousands of
housewives interested in Canadian
foodstuffs, according to D. G. Keith,
Dominion Government Trade Publi-
cist Office in London.

Typical of localized drives which
are being launched in all large popu-
lation centres in the British Isles and
augmenting the general "Canada
Calling" campaign conducted by the
Dominion Government's Department
of Trade and Commerce, the "Canada
Shop" in Hull had the co-operation of
250 out of 500 retailers.
Some 1,200 class rooms in the var-
ious Hull schools were attractively
decorated with posters advertising
Canadian foodstuffs, and copies of the
Maple Leaf Canadian Recipe Book
were distributed among the various
school centres, while the senior
schools were supplied with copies of
"Canada 1939."

The "Canada Calling" campaign in
Britain, which has been acclaimed as
one of the most carefully planned
trade crusades ever launched by a Bri-

Ardenode

Mrs. Ethel Lewis is spending a few
days in Calgary and will attend the
funeral of her niece, Mrs. Victoria
Ware, who passed away very sud-
denly Saturday last.

Mr. A. C. Jensen and Mrs. Chas. In-
gram visited the big city Saturday
last.

The Alberta Pool Elevator is put-
ting in a new pair of scales, much lar-
ger than the old ones.

Mr. and Mrs. A. C. Jensen entertain-
ed Sunday for Mr. and Mrs. J. Harrocks
Miss Hettie Cox and Mrs. C. O. Dawson
Thursday last.

Mr. and Mrs. G. H. Godfrey were
guests of Mr. and Mrs. Freddie Hilton
Thursday last.

Mr. H. W. Riley and Mr. Albert Riley
of Calgary spent Sunday at the Riley
farm.

We certainly cannot complain of
any dryness right now after all the
wonderful moisture we have had the
last few days.

ish Dominion in the Motherland, is
forging ahead with steadily increas-
ing momentum.



"That bank loan was a real help
and the securities are still our own"

Good sound securities often represent the personal savings of years. It is not necessary to part with them in order to raise money for an emergency, to finance a major purchase, and for other temporary purposes.
If ready funds are needed, such securities can be used to arrange a loan with the bank; the loan can be repaid by regular instalments out of income and the securities are returned to the owner intact when the loan is retired.
Branch Managers of The Royal Bank are always glad to discuss such personal loans with responsible men and women.

THE ROYAL BANK OF CANADA

O. F. NICHOLL—Manager,

Strathmore, Alberta

GENERAL TRUCKING—

COAL AND WOOD

— Prompt Service —

JOHN KEELING — PHONE 72

BEFORE GOING ON YOUR VACATION
Have Your Car Thoroughly Checked over
by Our Mechanics. We Guarantee You Satisfaction.....

How about Your Tires.....
A Liberal Allowance on Change-over on
Seiberling Air Cooled or Safety Treads.

W. J. Weyers

PHONE 12 STRATHMORE

COAL FROM CONSUMER'S MINE

Delivered per Ton at \$4.25

TRUCKING OF ALL KINDS

Cream Route Tuesday and Friday

Phone 5— NORMAN TAYLOR

HOTEL
York
CALGARY
ESTABLISHED 1904
ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 — WEEKLY and MONTHLY RATES

DISTRICT NOTES NOT IN THIS ISSUE WILL BE PUBLISHED NEXT WEEK

A FULL DAY'S ENTERTAINMENT!
The Lion's Club Auction Sale, Sports
Day and Dance July 2th.

STRATHMORE STANDARD

Office Phone 17 .. A. M. Moore, Publisher .. Res. Phone 94
PUBLISHED EVERY THURSDAY
SUBSCRIPTION PRICE \$20 PER YEAR IN CANADA
OUTSIDE CANADA \$25 PER YEAR
ALL SUBSCRIPTIONS PAYABLE IN ADVANCE
Member of the Canadian Weekly Newspaper Association.

THIS INVENTIVE AGE

So frequently are the Research Bureau and man's inventive brain bringing out new, wonder-producing and intricate inventions, and modern improvements on former devices, that mankind will soon cease to be amazed or awed by any new thing that may be developed.

The phone photos taken of persons in New York or Montreal today are tomorrow reproduced very clearly in our daily papers of the West.

Miraculous isn't it?

Now the latest thing to attract our awestruck attention is the Official Camera, by which it is possible to take pictures 12000 feet below the earth's surface. The earth, the air above and the waters and earth below the surface and the many products of the world are all fields for man's inventive genius, and he is brilliantly reflecting his God-given powers by the many startlingly clever results.

Unfortunately some of these marvels are developed through the "line of cruelty" in the wholesale destruction of human life. This is the regrettable feature, and here again is the opportunity for civilized man to institute a world brotherhood in which war has no part.

There is an economic side to many of these inventions which bring us another side of the picture, but that is apart from the purpose of this article. We laud the creative genius of the age.

SUMMER HOLIDAYS JUST AROUND THE CORNER

FRIDAY, JUNE 30 the school bell will ring at 9 a.m. for the last time until September.

Some will go to play, some to other work. All will look forward to the change with a varying sense of relief. Such creatures of unrest we are!

"HOT DOGS" FOR ROYALTY

THERE is an art to everything—and eating hot dogs is evidently no exception. Newspapermen covering the royal guests at his estate were presented with historical background on the worshipped frankfurter by an association calling itself the National "Sausage Casing Dealers' Association." It all came about when President Roosevelt announced his intention of serving hot dogs at the picnic given for his royal guests at his estate just out of New York. Hot dog salesmen, evidently afraid that the "dogs" might be held up as an object of scorn by the newspapermen covering the event, made haste to see that the proper historical background of the frankfurter was known to the men of the press.

Indeed that association went further. It explained the method by which these frankfurters should be eaten. There are evidently three accepted ways in which it is permissible to eat hot dogs. They are, according to the Sausage Association, as follows:

1.—Standard American method—Without a roll in the bare hand—very rare in America.

2.—Waldorf Astoria or snob method—On a platter, eaten with knife or fork.

3.—So now a hockey game will become a mere etiquette training ground for the frankfurter-consuming public.

—The Lacombe Globe.

Sir Gerald Campbell, K. C. M. G., High Commissioner For the United Kingdom to Life Insurance Association

Extracts from speech made by Sir Gerald Campbell, K. C. M. G., High Commissioner for the United Kingdom, at the Annual Dinner of the Canadian Life Insurance Officers Association.

During the past winter I made several visits to Toronto and in numerous speeches I tried to interpret the United Kingdom to you, that I regard as one of the principal duties of a High Commissioner, and you on your side have been most generous in listening to me as I told you about our achievements, our purposes, our joys and our sorrows. Tonight I will, if I may, usurp the privilege which belongs to me as a fellow British subject and share your joys with you. The winter was long with darkness and snow outside and, still worse, anxiety and apprehension inside. Those of us who could not help looking out saw a world far too full of hatred and suspicion, a world over which something unknown, but menacing, hovered far too long, and unfortunately it still hovers as nations indulge in the sordid pastime of keeping everybody guessing.

But Canada had something to look forward to and ten questions were often asked with King and Queen come or will something happen to prove them? Even to the last moment this question was asked, for the cancellation of the sailing of H. M. S. "Temple" emphasized the difficulties of the general situation, but the motto of our Royal Family is "carry on," and not only in their coming but throughout the tour which they have made of the Dominion, it is abundantly clear to all that our King and Queen live up to that motto with unswerving fidelity.

I imagine that all of us have lots of thoughts during these past three weeks, not one thought of mine has centred on the old pioneers who built this Dominion and I wonder what they would say if the cheers of millions welcomed them from their long sleep. They of all men and women should not be surprised for, as they went forward urged by love of adventure and the passion for discovery they carried with them, wherever they built their homes, wherever they cast anchor, the traditions and the ideals of the country which gave them birth, and though mountains and wet waters of seas divided them they never lost that intangible thread of spirit which drew their thoughts back to what they still called home.

It was thus that the Empire was founded and it is because of this that the Empire still exists today. The ties which bind each part of that Empire together are, in the words of Burke, "light as air, but strong as links of iron." In Canada today they are stronger still because the tie is now even more personal than before, and the spontaneous, unreserved cheers which go forward are for the King and Queen who by their dignity and charm have captivated a people who try the

FIELD DAYS

Lethbridge Experimental Station

—100:—

The work of the Lethbridge Experimental Station and the Experimental Farms Service generally is brought more closely to the farming public by the substations throughout southern Alberta. These substations were established at the request of the various communities where farmers were faced with a definite problem.

Field days are held annually to give farmers the opportunity of discussing their own problems and to see the work in progress at their local substation. Last year there was a record attendance at nearly all stations. This appreciation of the work is very encouraging since the attendance at field days indicates to a large extent the usefulness of the substation to the farming community.

Preparations have now been completed for these meetings this year. Besides an inspection of the work on the stations, qualified speakers have been secured who will give talks of special interest to each particular locality. There will be three speakers at each field day and among the topics of discussion are—the wheat stem sawfly menace, grasshoppers, soil and moisture conservation, livestock improvement through local organizations, finishing feeder steers, insects affecting sugar beets, rotation and fertilizers on the irrigated farm. Topics of interest to the ladies, which will be discussed with them while the menfolk are inspecting the fields and plots are—making plans from farm produce and home decorating.

A Field Day will be held at Carleton Place and arranged by the elevator, the date of which will be announced later.

A general Field Day at the Experimental Station, Lethbridge will be held late in July—the date of which will be announced shortly.

half was never told us." Those cheers are not for a King who comes to lead his subjects on to war; they are for a King who in his eloquent public speeches has spoken to us of peace and freedom, of faith, hope and love, Shakespeare spoke of the "divine" which judges a King; we can speak from personal knowledge of a Humanity which embraces a King and Queen, Shakespeare also wrote:

"Upon the King:
Let us our lives, our souls,
Our debts, our careful wives,
Our children and our sins lay on him
King!"

Shall we cast all this burden on him today? No, for we realize that each man, each woman, each son, each daughter of this British Commonwealth of Nations is eager to bear his or her part in the payment of the age to come, standing firm and foursquare to the Faith of which His Majesty speaks, defending that freedom which is threatened by those who for the moment have captured the imagination of thoughtless men, sharing our interests with the interests of those whose aim is progress and advancement, social charity and abstinence from sacrifice to be strong provided that the strength is directed towards peace through conciliation and common sense.

There is another line of Shakespeare which comes on jumping to my mind as I think to the greatness of Their Majesties' tour, and that is:

"Now is the winter of our discontent made glorious summer by this sun of York."

I have spoken of the winter through which we have passed, the summer is indeed upon us, and as you lift up your hearts, you are lifting up your heads, too in pride and hope if it so be that the predictions made by several Canadian writers of improvement in trade because of the Royal visit are based on fact and even something more than fact. Are we wrong to talk of trade in this connection? I think so because if we are going to have peace through conciliation and common sense we have got to get back to the beginning, we have got to overcome the poverty and unemployment which is the immediate cause of some of the problems of the world today, and we can only get back to these things by removing the obstacles which we have placed in the path of the free flow of the river of trade.

To return to our Commonwealth and to ourselves who sing so often nowadays with heart and voice "Save The King," if we mean that wish to come true, if we desire above all else that he may be spared for long to reign over us, we must have heart and great in soul and remember that, to make our Empire—His Empire—a great force for good and for peace in the world is a task which can only be accomplished by the conscious enthusiasm and participation of each and every son and daughter, labouring not for ambition, nor for fame, nor for riches but for the glory of God and for our fellowmen and women. Let us too "carry on."

Money Saving Specials

MONEY SAVING SPECIALS—

PURE LARD, 2 lbs for 21c
BURNS' BAKEASY, 2 lbs for 21c

POST BRAN FLAKES, per packet 10c
KELLOGGS' BRAN FLAKES, pkg. 40c
BUSHLEBAG PUFFED WHEAT 19c
RED ROSE COFFEE, 1 lb tin 36c
BLUE RIBBON COFFEE, 1 lb tin 38c
HUDSON BAY TEA, per lb 50c
PINK SALMON, Tall tins, 2 for 25c

CANNED CORN, per tin 10c
CANNED PEAS, per tin 10c
ORANGES—NEW CROP—
FULL OF JUICE, 2 Dozen 45c

BRITISH SOVEREIGN

STRAWBERRIES—

Are at their best right now. Quality the Highest. Price the Lowest.
CHERRIES—Next.

P. & G. LAUNDRY SOAP, 6 for 27c

Nash's JUBILEE
TODAY'S BEST
TEA 55¢ lb.
LOFFE
1 Pound 35c
Three Pound \$1.00
Post paid in money order package price
Favorite Movie Star

STRATHMORE TRADING COMPANY

A. D. SHEDDEN, MGR.
STRATHMORE ALBERTA

ALBERTA
HAIL INSURANCE
BOARD
LOCAL AGENT FOR
STRATHMORE
MRS. M. V. CRADDOCK

Model Oils Limited
Dividend Notice

MODEL OILS LIMITED
DIVIDEND NOTICE
NOTICE is hereby given that a dividend of four cents per share has been declared to shareholders of the company of record at the close of business on Friday, June 23, 1939, and that the dividend will be payable on or after the 15th day of July, 1939.

The Register of Transfers will be closed from the close of business on Friday, June 23, 1939, until the opening of business on Tuesday, July 18, 1939.

By Order of the Board of Directors,
T. W. MCKEE,
Secretary-Treasurer

Calgary, Alberta,
June 7, 1939.
NOTE: Transfer charge is 25c for each new certificate. If certificates are to be mailed, add 15c for postage. Changes of address should be sent to the Company's Office, 201 Lancaster Building, Calgary, Alberta, on or before the 23rd day of June, 1939.

BANKER'S POINT OF VIEW

Merchants who do not advertise are invited to read the following which is from a banker's point of view, and might give them a new slant on business—your own business—as well as the matter of building up your town. "No business man in any town should allow a newspaper in his town to go without his name and business being mentioned somewhere in its columns. This does not mean that you should have a whole page, half or even a quarter page ad in each issue of the paper, but your name and business should be mentioned, if you do not use more than a two line space. A stranger picking up a newspaper should be able to tell what business is registered in a town by looking at the paper. This is the best possible town advertisement. The man who does not advertise his business does no injustice to himself and the town. The man who insists on sharing the business that his town has is a selfish man. His town is not a valuable addition to any town. The life of a town depends on the live, wide awake and liberal advertising business man.

EXTENSIVE MARKET FOR HOGS

Statistics indicate that of the mar-
ketings of live hogs by producers the
domestic market normally absorbs
out 45,000 hogs per week. In addition
we have a market in Great Britain for
about 45,000 hogs per week.

At Methodist Conference

While the Methodist Conference
was meeting in Winnipeg lately one
of the ministers had late supper at a
prominent cafe and had some extra
line chicken served him.

Next evening he took three brethren
with him to the place and when the
waitress arrived at the table he said:
pleasantly:

"Good evening; and how is the
chicken tonight?"

"Fine, indeed!" she answered
brightly. "And how's the boy?"

—100:—
—Everybody in town will be at the
Lion's Day on Wednesday, July 26th!
— WILL YOU? —

SERVICE



AN APPRECIATED Service!

SERVICE in the implement field is no mere appendage or fancy trimming.

Time and timeliness are the essence of success in most farming operations. Great loss may be sustained by the farmer, during seeding and harvesting, through machine breakdowns caused by wear and accidents. If parts are not readily available, it is then, that promptness in securing parts has a definite money value.

Massey-Harris has always taken a pride in the manner in which it has rendered Parts service. Fit and quality may be taken for granted, for replacement parts are identical with the originals. Its extensive selling organization, with local dealers in practically every town across Canada, brings this service within easy reach of every farmer.

No matter, too, how old the machine bearing the name "Massey-Harris" may be, spare parts can always be obtained for it.

One last thing a farmer ordered a small part for a drill he bought 10 years ago. He desired for many years that this part be replaced in the pattern because shattered. To this he now returns and part cost \$2.00, an expenditure well worth making to preserve the Massey's long and valuable record for service—through the part sold to the farmer for only 15c.

MASSEY-HARRIS
EVERY LOCAL DEALER A SERVICE STATION

Advertising Rates

Classified Advertising, per issue 35c
 Three issues for \$1.00
 Reading Notices, Coming Events 50c
 Cards of Thanks, In Memoriam Notices, etc. 50c
 per issue
 Display Advertising Rates on Application.

STRAYED—TO MY PLACE A blood Yorkshire Sow. Owner may have same by paying maintenance costs. Apply A. A. Thiesen, the old Barr place, 2 miles south.

FOR SALE—1935 FORD DELUXE Sedan, in Good condition. May be seen at Hughes Motors, Apply Mrs. B. May, Phone 10, Strathmore.

FOR SALE—USED MACHINERY—1 1/2 Ft. Massey-Harris Tiller with Box, rebuilt. 11 ft. 11 ft. 8 1/2 ft. Dug, good as new. 10 Ft. Massey Harris Spring Toot, Cultivator. Apply, Stanley Korek, Strathmore.



Church Notes

UNITED CHURCH OF CANADA
 Rev. V. M. Gilbert, B.A., B.D.
 Minister
 Strathmore, Alberta
 Miss Edith Hiltz
 Choir Leader and Pianist.

Sunday, June 25th, 1939
 CHIEF—2:45 p.m.—Worship.
 ST. RATHMORE—
 10 a.m.—Worship, and Junior Congregation.

Subject—"Points of Departure."
 11 a.m.—Church School.
 7:30 p.m.—Worship.
 Subject—"Stones Hewn in the Quarry."

The Strathmore Lodge A.F. & A.M. will attend worship in the United Church at 7:30 p.m.

ST. MICHAEL'S AND ALL ANGELS CHURCH

Incorporated—
 Rev. Geo. W. Lang, B.A., L.Th.
 June 25th—1st Sunday after Trinity
 9 a.m.—Celebration of the Holy Communion.

8:45 a.m.—Sunday School.
 11 a.m.—Matins and Sermon, followed by Holy Communion for those who wish it.

7:30 p.m.—Evening Sermon.
 Saturday, June 24th the annual Sunday School Picnic at St. George's Island, Calgary. Cars will leave the Church at 1 p.m.

Please note the co-operative schedule of service for July and August elsewhere in this paper.

SACRED HEART CHURCH
 STRATHMORE

Mass every Sunday 10:30 a.m. excepting first Sunday of the month, when Mass will be at 10 a.m.

CARLELAND—
 First Sunday of the Month. Mass at 11 a.m.

REV. A. E. ROULEAU, P.P.

FRATERNAL
 THE CANADIAN LEGION
 No. 10 B. E. S. L.



President—J. B. Watson
 Sec. Treas.—W. S. Patterson
 Hall Manager—James Swanson
 Meetings held the second Tuesday of each month. All eligible welcome as members.

WEINER PIGS FOR SALE—Apply Homer Nelson, Strathmore, Phone 1018.

TO SELL—PEARL KITCHEN Range, only used 9 months. Apply G. T. May, Phone 10.

FOR SALE—1 KITCHEN CABINET, Medium size, at low price of \$400. Apply Mrs. C. Howse.

FOR SALE—PASTURE, FEED Grain, Hay Grain half cent per lb. J. E. Dillabough Nampa. Jun 22

MILADY'S BEAUTY SHOPPE
 Open for Customers
 JUNE 5th
 SPECIAL—Permanents
 Reg. \$3.50 for \$2.50
 Finger Waves—Dried & Combed 35c

JANIE LYONS
 Strathmore—Alberta

HIRTLE'S THEATRE

FRIDAY AND SATURDAY
 JUNE 23 and 24
 MIKADO

WEDNESDAY, JUNE 28th
 BOY OF THE STREET
 With Jackie Cooper

FRIDAY AND SATURDAY
 JUNE 30—JULY 1
 I AM THE LAW
 Featuring Edward G. Robinson

NEWS & COMEDY

Coal & Wood

Order Your Summer COAL AND WOOD

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 J. A. PARSONS
 P. O. 118—Phone 377
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HUB
 BILLIARD ROOM
 BOWLING ALLEY
 STRATHMORE
 Tobaccos and All Smokers' Necessaries.
 R. HAMBLI, Prop.

CHASE BUILDING
 Third Street
 Strathmore—Alberta

A FEW DUAL PURPOSE SHORT. Horn Butts for Sale. Apply L. Van Sternberg, Phone 1118, Strathmore, Alta.

A POPULAR MACHINE AGENCY—Open for contract in the Strathmore Territory. Write—1721, 7th Ave N. W. Calgary. J96

WANTED—GIRL FOR GENERAL housework, Phone 1902, Strathmore

Nightingale

Mrs. Albert Mercer entertained the Women's Institute at her home last Friday. The roll call was a household hit and was well answered. Mrs. Stouley then as secretary read a report of the Constitution Conference. Mrs. Mercer read a paper on household Economics. Some discussions followed on both papers. Mrs. Hiltz who is a guest at the Mercer home then undertook to conduct an auction sale on householders. This created much excitement and a tidy sum was realized from the sale. A delicious tea was served and all voted it a really pleasant afternoon.

Mr. Jack Stouley of Edwinstowe has come home for a visit with his parents Mr. and Mrs. Stouley.

Social games have been played with Valley Garden, Nightingale, and Reg. \$3.50 for \$2.50. Finger Waves—Dried & Combed 35c

Mr. Jack Stouley of Edwinstowe has come home for a visit with his parents Mr. and Mrs. Stouley.

Mr. and Mrs. Lomond of Protection, Kansas and Mrs. W. J. Harper and daughter of Charlestown were visitors of Mr. and Mrs. Claud Jukes last week.

Mrs. Dugan had as guests last week Mr. and Mrs. Noyce and daughter from England. They are the parents of Frank Noyce and are making their home on the farm recently vacated by Mrs. Godfrey and family.

The new road north of Nightingale is a welcome improvement for this community.

Miss Margaret Beattie and her pupils entertained the mothers of the children on Thursday, June 8th. A very satisfactory manner. A debate on "Resolved that tractor is more useful than horse" was given by Tom Stouley and Orven Schritter on the affirmative and Ted Stouley and Roger Kenney on negative. Many fine points were set forth by each speaker. The judges gave their decision in favor of the negative by a score of three points. The pupils served tea after which some of the center drive work was inspected and duly admired.

PHONE M410—
 JAMES MORRIS
 FLORIST AND SEEDMAN
 Cut Flowers For All Occasions
 Wedding Bouquets Floral Designs
 Seeds, Bulbs, House Plants, Etc.
 1518 5th Ave. West CALGARY

FOR—Paperhanging
 Kalsomining, Painting
 Interior and Exterior
 See—W. S. McNEILL
 Strathmore Alberta

WHEN HOLIDAY TIME ROLLS AROUND Head for the

PACIFIC COAST

take advantage of

LOW COST 30 DAY FARES

Tickets on sale
 JUNE 30—JULY 12
 JULY 14-15-16
 JULY 22-29-30
 AUG. 18-19-20
 SEPT. 1-2-3
 SEPT. 15-16-17

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CFAC
 930 KC
 National Broadcast Week
 June 24 to 30
 Listen to
 "Kraft Music Hall"
 Presented by
 Miracle Whip

COMING EVENTS

EARLY SUMMER SPECIALS—In Permanent Waves, commencing June 25th to July 25th—Took Off Permanent, regular \$5.00 for \$2.50—dreadnail \$2.00 Permanent for \$1.50. Apply Fay's Beauty Parlor, Phone 6.

M. R. A.

The underlying strength of the world must consist in the moral fibre of its citizens. A program of moral rearmament for the world cannot last, therefore, to lessen the dangers of armed conflict. Such moral rearmament, to be most highly effective, must receive support on a world-wide basis.—Franklin D. Roosevelt

MUNICIPALITIES CONVENTION

L. C. Van Tighem attended the Refresher Course arranged by the Secretaries of the various municipal districts, which was held in Edmonton last week. D. N. Gardiner was the retiring President of the Association. The Refresher Course is an excellent idea, and one much appreciated by the various delegates.

SPECIAL PIANO COURSE—

Mr. Jacques Jolas will give a special Master Course in Piano at the University of Alberta, July 17 to 29. This will furnish an opportunity for advanced students to obtain training of the best course of 10 daily lessons for \$10.00. Further information on application to the Dept. of Extension, U.C.A.

Spontaneous program had been prepared and was given by the children. Each one doing his or her part in a very satisfactory manner. A debate on "Resolved that tractor is more useful than horse" was given by Tom Stouley and Orven Schritter on the affirmative and Ted Stouley and Roger Kenney on negative. Many fine points were set forth by each speaker. The judges gave their decision in favor of the negative by a score of three points. The pupils served tea after which some of the center drive work was inspected and duly admired.

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RADIO OPINIONS
 AND NEWS
 P. Carleton
 PUBLICITY DEPARTMENT CFAC

THE VOICE OF WILF CARTER

The range melodies of Wilf Carter have been heard over CFAC for some time now. Your columnist has been doing a little delving, and has found out a few interesting facts that some of you may not know. One thing is that Wilf Carter really was a cowboy. Wilf Carter was introduced to the public as a singing cowboy in Calgary, 1929. A locomotive engineer in Calgary heard his songs and was impressed. He introduced him to the public. First Wilf appeared on the stage of a local theatre—not without the usual stage fright and nervousness. Shortly thereafter he came on tele air. It was not long before the Canadian Radio Commission (then) heard about him, and Wilf Carter was on the Network. CFAC had the pleasure of "carrying" his broadcasts.

Wilf was offered bigger money in the Eastern United States, and so he left the west. It was a long time before records bearing his name were sent and listened to throughout the continent.

An interesting thing about this famous artist is that he writes nearly every song he hears him sing. He accompanies himself on all of them.

Wilf Carter is doing very well for himself now, and one could hardly expect him to desert the "bright lights," but we understand that he has a ranch here in Alberta, northwest of Calgary, which he intends to operate himself when the time comes for him to retire.

Those of you who didn't know, will now realize that when you tune into CFAC every morning at 7 a.m., that voice you hear is more than that of Wilf Carter—it is the voice of a true westerner, a man who came right from our midst. He was a cowboy on these western Canadian plains and knows well the country of which he sings.

Information Bureau OPENED, rail short courses in slack season, an old court house, CALGARY office has been opened in above location. Write or visit this office on any information on all subjects of interest of your problems and information will be furnished. To farmers and stock men, organization be cheerfully given by B.J. Whitbread, of Field Days in summer and agricultural Agent.

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